



## **Nela views Nexpo '04 as a success, wins booth award, congratulates winner of Color Quality Club and makes new personnel announcements**

**Oakdale, MN - 24 June, 2004 – Nela is pleased to announce that Nexpo '04 which took place June 19 – 22 in Washington DC was a very successful show for the company from Oakdale, Minnesota. Numerous leads resulted from this well attended show and verbal orders have been place with Nela during the show. (Details will follow). Nela showed a strong presence at Nexpo and equipment was exhibited at the Kodak Polychrome booth, at BasyPrint and Southern Lithotech as well as at their own booth.**

The Nela booth won the NAA Technology & Telecommunications Committee Award for the Best Demonstration of Working Newspaper Technology up to 900 square foot. "Choosing just a few award winners was a tough task for our judges, but these four winning companies have clearly put a lot of thought and energy into their displays and are very deserving." said NAA President and CEO John F. Sturm.

Nela is also proud to announce, that over 80 % of new the Club member of the International Newspaper Color Quality Club are using Nela equipment for their plate punch- and bending. The winners of this prestigious award were honored Sunday night at the National Press Club. 180 newspapers from 34 countries participated in this test which is jointly organized by Ifra, NAA and PANPA. A series of tests such as digital ads, images and daily production runs had been provided to evaluate the quality. Nela congratulates all winners.

Nela makes the following personnel announcements: Michael Bauernfeind assumed responsibility as the new Director of Software Engineering. Michael is bringing a deep knowledge of software and electronic design to Nela. Michael Bauernfeind attended Nexpo to get introduced to the US Newspaper market.

David Kurz will assume responsibility as a new member of Nela's Customer Service Department. Dave Kurz has been with the company for many years and spent time in engineering, assembly and manufacturing. His duties will include customer service and field sales support.

For more information, please contact:

Katharina Gruber  
Marketing & Corporate Communications  
7435 4th Street North  
Oakdale, MN 55128  
[www.nela-usa.com](http://www.nela-usa.com)  
[info@nela-usa.com](mailto:info@nela-usa.com)